



## Promising Practices

2nd Annual GOVERNOR'S **ROUNDTABLE** for FAMILIES and CHILDREN

*Promising Practices are models or programs that demonstrate the best available current technology, philosophy, or processes in the field of family and children's services. They demonstrate community collaboration directed at improving the well being of families and children by:*

- Preventing duplication and improving delivery of services
- Involving appropriate stakeholders from the community in all phases of the program
- Having a clearly defined mission, objectives and evaluation process that collects data and measures progress
- Operating under a not-for-profit directive

### Childcare Connections

1. **Purpose/Mission/Objectives:** Our mission is to increase the availability of quality, affordable childcare, and to promote the care and development of children.
2. **Description:** Childcare Connections (CCC) is a Childcare Resource and Referral agency (CCR&R) that was established in 1985 and serves Ada, Boise, Elmore, and Valley counties. We help families identify quality, affordable childcare; provide training and technical assistance to childcare providers; develop and implement innovative grant funded projects to enhance the well being of young children and their families; and contract for corporate employee childcare benefits.
3. **Coordinating Strategies:** CCC is a United Way agency and collaborates with other nonprofits to enhance the well being of children and avoid duplication of service, including other United Way agencies.
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### Easter Seals–Goodwill Training in a Manila Envelope (TIME)

1. **Purpose/Mission/Objectives:** The Easter Seals–Goodwill mission is to assist people with disabilities achieve maximum independence in their lives. The purpose of Training in a Manila Envelope (TIME) is to train childcare providers how to include children with disabilities into their programs. Our objective is to have more providers care for children with disabilities and help providers develop the skills and abilities they need to work with children with special needs.
2. **Description:** Easter Seals–Goodwill Industries offers a free self-paced correspondence course titled Training in a Manila Envelope for childcare providers in Idaho. The course is designed to help providers integrate children with disabilities and other special needs into their child car programs. Enrollment is open to all childcare providers and anyone seeking to learn more about inclusive childcare. This correspondence course suited to all providers even those in rural areas.
3. **Coordinating Strategies:** We have coordinated the training with Idaho Department of Health and Welfare who sponsored the free training for 40 participants. We have worked with Boise City Licensing to provide renewal hours for the course. This training has been successful in Montana through the Rural Institute's Childcare Plus

since 1996. The training includes an “Inclusion Skills Self-Assessment for Early Childhood Professionals. The self-assessment includes skills and strategies used by early childhood professionals to effectively promote the inclusion of children with disabilities in typical early childhood settings. The self-assessment highlights what the teacher/provider does as opposed to the impact of the environment, routine, equipment, or other variables that can contribute to the successful inclusion of children with disabilities.

The self-assessment was designed to use in childcare and preschool programs serving children from infancy through 8 years of age. Because it focuses on adult behaviors as opposed to child outcomes, it can be used by childcare providers and other early childhood professional in a variety of settings, including family childcare homes, childcare centers, preschool programs, and HeadStart programs.

After each chapter (module) the participants fill out an evaluation telling what they liked and what they would change about the course. Each participant keeps a journal to tell what he or she needs to do to meet the needs of the children they are serving.

4. **Community Awareness/Outreach:** There are few childcare providers that know how to include children with disabilities, so it is important to reach as many people as we can. We sent out emails and/or letters to all childcare family providers and centers in the Boise and Mountain Home area. We had information in the newspaper and the early childhood resource and referral agencies’ newsletters. We advertised early childhood classes at Boise State University. Currently we have 28 participants taking the self-ready course and can accept 12 more in this free training opportunity.
5. **Recommendations:** This course is particularly important to reach childcare providers who do not normally attend classes as they can do the coursework on their own time. This course would work well throughout Idaho even in the rural communities where childcare training is needed but it is difficult for providers to travel to reach training sites.
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## Parents and Youth Against Drug Abuse (PAYADA)

1. **Purpose/Mission/Objective:** PAYADA is proud to be an important part of the effort to prevent alcohol and other drug abuse across Idaho and the nation. PAYADA is committed to increasing the numbers of drug-free youth throughout the state of Idaho by sharing information, providing alcohol and other drug education, training youth and adult leaders, providing activities and building partnerships within the community.
2. **Description:** PAYADA sponsors evening education classes for 5th and 6th grade students and their parents. In Ada County, PAYADA offers about 30 (3 weeks each) classes each year with about 30 participants per session. “It’s an Attitude” is designed to help students in grades 5–12 find alternative activities and ways to have fun without alcohol or other drugs. Students’ sign an alcohol- and drug-free pledge to receive a free membership card that entitles them to participate. This includes students in every Ada County school, home schoolers, youth from Juvenile Detention, and other at risk youth.

PAYADA staff, volunteers and Elementary School Resource Officers visit local school classes on a regular basis. The ESRO’s provide ongoing student support in the development of resistance and refusal skills. PAYADA volunteers present seminars for business and community groups upon request. The local PAYADA program provides ongoing training and support for affiliate PAYADA programs in other areas of the state.

PAYADA allows youth the opportunity to develop a positive identity through personal power, building self-esteem, providing a sense of life purpose and encouraging an optimistic view of the future. PAYADA believes that effective prevention programming requires broad-based support for youth who choose to be drug-free and positive-norming peer associated for those who struggle to do so.

3. **Coordinating Strategies:** PAYADA recognizes no single agency can be successful in combating the problems of alcohol and other drugs. By networking with other organizations PAYADA has organized various community elements together to effectively educate as many parents, youth and community members as possible through the use of police officers, school counselors, parents and other volunteers. PAYADA works closely with the Boise Police Department, Ada County Sheriff's Department, Meridian Police Department, Garden City Police Department, Boise School District, Meridian School District, Kuna School District, City Recreation, both YMCA's, and other youth organizations throughout the valley to provide opportunities for your people to be drug free.
4. **Evaluation, Data Collection and Measurements:** PAYADA evaluates its programs on an ongoing basis to determine if it is meeting its goals and objectives. Graduate students at Boise State University conducted a complete program evaluation in spring 2000. PAYADA evaluates its programs using the following methods:
  - Documentation on the number of participants
  - Documentation of participating businesses and organizations
  - Documentation of newsletter development and distribution
  - Documentation of number of "Attitude" cards distributed
  - Documentation of demographic distribution of participants
  - Documentation of results of annual random participant and participating agency surveys
  - Ongoing monitoring of local, regional, statewide and national measurements of the effectiveness of drug education programs
5. **Community Awareness/Outreach:** PAYADA staff work closely with School Resource Officers and school counselors to promote its drug education classes and "Its an Attitude" programs. Announcements of classes are mailed to parents of student in grades 5 and 6, and students take home flyers.
 

PAYADA takes advantage of every opportunity to distribute information at community health fairs and events throughout the year. Classes are advertised in the Datebook Section of the Idaho Statesman, and the Boise Family Magazine has featured the PAYADA programs in the past.
6. **Recommendations:** Many organizations have conducted various programs aimed at prevention education. None have our unique combination of law enforcement, schools and the community working together. We believe this partnership accounts for PAYADA's long history of success and the substantial growth of its program in this community and across the state.

PAYADA has already enjoyed unmeasured success in the arena of preventative education and youth activities. The organization has received both local and national for its leadership in preventative education programs.

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## Latino Outreach Project

1. **Project Description:** Through outreach activities in the five northern counties, Latino families are contacted and assisted in assessing their strengths and needs, and in developing plans to meet these needs. Outreach workers are aware of community resources and are able to refer families to these resources to meet the needs. There are Outreach Workers for each county and one Outreach Coordinator to support and monitor the development of the project and support the work of the Outreach Workers in their respective Latino Communities.
2. **Funding:** The Project is funded through a grant from the Idaho Department of Health and Welfare. The funds are TANF; North Idaho College is the grantee. HeadStart has assisted the project develop structure, organization, and systems. After completing community organization efforts to create and mobilize a Local Advisory Committee for each of the communities served, the Outreach Workers began their direct work with families in August 2000.
3. **Outreach:** The project has developed outreach by contacting agencies and presenting the project's mission and structure. In this way, the project established supportive relationships to create partnerships with appropriate agencies to help families meet their needs. Project presentations have been made to connect agencies that provide services to Latino Families. The project has presented a Latino Cultural through NAIEYC.
4. **Evaluation/Data Collection:** The project has printed fliers that are distributed throughout the communities. The Outreach Workers have placed more than 1,000 brochures informing the community about the project. A report has been printed in the local newspaper to inform the communities about the project. Additionally, 20 CHIP brochures have been strategically distributed to refer qualifying families to this opportunity to access medical services for their children. Families with children have been encouraged to apply for CHIP medical assistance and we now have 14 children enrolled. Ongoing service as contact is made with families. Using agency contact log form, contacts with agencies are recorded. A monthly report is submitted to the coordinator. Home visits are recorded to keep track of services provided using computer technology and appropriate software HSFIS.

The project's goal is to help the Latino Families integrate and form a stronger community by becoming self-reliant. With the outreach work the project has contacted Latino families with various needs. While visiting families in their homes, Outreach Workers have been able to not only identify their need but to provide support finding assistance and solution to their living situation. Outreach Workers have conducted more than 100 home visits in three counties. Plans are in place to make better connections in the future with families in Benewah and Shone counties as well.

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## Stay-in-School Quinceanera Program

1. **Purpose/Mission/Objectives:** The mission of the Stay-in-School Quinceanera Program is to encourage junior high students to stay in school. Its purpose is to form a group of Hispanic middle school students, where they will attend weekly workshops that focus on social issues, visual performing arts, and cultural traditions.

These are the following objectives: a) to develop their pride and leadership through cultural awareness; b) to improve the student's confidence and self-esteem through visual arts and performing arts projects; and c) to encourage positive behavior through informational workshops on issues pertinent to their age group.

2. **Description:** The pilot program for the Stay-in-School Quinceanera Program was conducted in the spring of 1999 at West Middle School in Nampa. This school was chosen for two reasons: a) the willingness of the school principal to work with the

committee and b) the high percentage of students of Hispanic background. Eighth graders were targeted because studies show that if a student is going to drop out of school, this is the grade where it happens. Some of the challenges the students encounter that causes them to drop out of school are: low self esteem, involvement with gangs, drugs, and alcohol, lack of focus on their future, lack of role models, and lack of feeling valued by the adults that surround them and their community.

The Stay-in-School Program was designed as a response to these factors using as a framework a Mexican tradition of rite of passage that takes place when a girl turns 15. Many Hispanic students of this age group are already preparing for this rite of passage with the help of their families and church. The difference is that the Quinceanera Program focuses on secular/educational issues and practical information that helps the young person make better life choices.

3. **Coordinating Strategies:** The Project Director is Ana Maria Schachtell, President of the Hispanic Cultural Center of Idaho's Board of Directors. The coordinator is Gracie Fonseca, School Coordinator for the Snake River Academy in Nampa. The on-site Coordinator is Carolina Villareal, teacher assistant at West Middle School. There is also a committee made up of various people that help to support the program's success. To offer other support, the program has formed partnerships with the Idaho Alliance for the Arts in Education, the Idaho Commission on the Arts, the United Way from Treasure Valley, Mujeres Unidas de Idaho, and Healthy Nampa Healthy Youth.
4. **Evaluation, Data Collection and Measurements:** The committee gathers at the end of the program to discuss and evaluate the input submitted by artists, instructors, presenters, students, and their parents. Based on this evaluation they decide what direction to take for the following session. During the length of the program they meet to discuss the program development and to plan for community presentations. Comments from the teachers and officers at the schools and input from the students from the students the previous classes are also considered. Every year the application and contract are signed by the participants at the beginning of the program and are reviewed by the committee. The committee plans too follow up to see how the first group, who would be sophomores, are doing.
5. **Community Awareness/ Outreach:** Recruitment of students takes place at the school a month before the program begins to give enough time for the students to fill out the application, get written permissions from their parents, obtain a recommendation from one teacher, and write an essay expressing their interest in the program. The On-site Coordinator announces it at the school and makes arrangements for a couple of recruitment opportunities during the lunch period.
6. **Recommendations:** The number ideal for a program is 20 to 25 kids. The first year we had 24 and it worked well. The second year we opened it to 48 students from two different schools and this proved to be too challenging. Needless to say, the committee decided to go back to the original plan. One program per school with its own coordinator and On-site Coordinator is ideal. Volunteers are invaluable; they help serve snacks and to control the class. Another good idea is to separate the boys and the girls when deal with issues relating to hygiene, health, and dating.
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## Every Child Ready to Read Comprehensive Early Literacy Education

1. **Purpose/Mission/Objectives:** Education and training for preschool teachers and childcare providers on how to offer appropriate experiences in their programs to help young children gain early literacy skills.
2. **Description:** In January 2000 the not-for-profit Lee Pesky Learning Center launched an early literacy Every Child Ready to Read class for childcare providers and preschool teachers. The 4-hour early class presents the latest information on what children need to know to be ready to learn to read and write. It is based on research documenting the importance of quality early childhood education. The class is offered in Boise and via long-distance learning to other regions of the state. More than 360 caregivers completed the course the first year. A new, 15-hour Comprehensive Early Literacy course will be piloted in June 2001.
3. **Coordinating Strategies:** The Every Child Ready to Read class has been offered in close coordination with the Idaho Childcare Resource and Referral Network, including Panhandle Childcare Resource Center in Coeur d'Alene, Childcare Solutions in Lewiston, Childcare Connections in Boise, Idaho Families in Pocatello, and the Human Services Center in Idaho Falls. The class is recognized for childcare licensing credit.
4. **Evaluation, Data Collection and Measurements:** The Every Child Ready to Read class has been continually updated and improved based on class evaluations. Data on numbers of participants and geographic distribution has been collected. The Northwest Regional Educational Laboratory conducted a case study of the class. A professional workgroup is reviewing the expanded comprehensive early literacy course curriculum now under development. It will be piloted in June, then revised based on evaluations and reviews.
5. **Recommendations:** Long before formal reading and writing begin, children begin acquiring the language and phonological abilities they need for reading. The importance of quality early education, especially for low-income children and those who may learn differently, has gained local and national attention. But we are in the beginning stages of using this information to train teachers. The Lee Pesky Learning Center's early literacy program is ground breaking. The Center was invited to present the program in November at the National Association for the Education of Young Children in Atlanta, GA.
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## Idaho Governor's Council on Adolescent Pregnancy Prevention

1. **Purpose/Mission/Objectives:** The council works with communities to implement the most promising teen pregnancy prevention programs by fostering collaboration; providing a forum for dialog and networking; and encouraging parents to talk with their children. The council develops, implements and evaluates a statewide, nationally recognized media campaign, and works collaboratively with other partners to help communities mobilize local action, create media campaigns, and develop successful public relations activities.
2. **Description:** The council unites efforts between child advocates, civic organizations, public schools, area health districts, and teens and parents to address the needs of adolescents and encourage them to delay the onset of sexual activity, focusing on 10- to 14-year-olds and their parents and caregivers. We work with parents, teens, businesses, faith communities, local officials, service providers, media, and others to build a more coordinated and effective grassroots movement in local communities.
  - Apply a comprehensive strategy across diverse issues;
  - Foster collaboration;
  - Integrate a community and policy orientation into teen pregnancy prevention;

- Advocate for solutions;
  - Train the next generation of leaders in teen pregnancy prevention;
  - Tailor to specific needs among culturally diverse communities; and
  - Expand the field by encouraging new participants, dialog, and explorations ensuring the continuation of the downward trend in teenage pregnancy is essential. (A new group of kids become teens everyday!)
3. **Coordinating Strategies:** The Governor's Council on Adolescent Pregnancy Prevention partners and collaborate with many entities throughout Idaho. One major partner is the Adolescent Pregnancy Prevention Program that is housed in the Department of Health and Welfare. The APP Program receives federal funding (Abstinence Education Block Grant, Section 510 of Title V - Maternal and Child Health Block Grant, with a 3 to 4 State match), along with Governor's Council funding to conduct teen pregnancy prevention education activities that are contracted out to the seven district health departments statewide. Each district health department employs an adolescent pregnancy prevention coordinator to convene local coalitions that are community based and community driven to provide direction and implementation of education programs. These coalitions develop plans to address teen pregnancy by activities that address positive youth development, mentoring programs and self-esteem workshops. The primary target audience is 10–14 year olds and their parents and caregivers; the secondary target group is 15–17 year olds and their parents and caregivers.
- The Council also partners with the Association of Idaho Cities to build community capacity statewide and develop strategies to reduce adolescent pregnancy. They assist municipalities (city councils), coalitions and other community partners targeting 10- to 17-year-olds with a) planning, implementation and evaluation of developmental asset activities addressing teen pregnancy prevention; b) financial support for youth representatives statewide to actively engage in their communities through city councils coalitions, community groups; c) planning and conducting statewide events; and d) planning and facilitating a statewide Youth Leadership Conference.
4. **Evaluation, Data Collection and Measurements:** The Governor's Council on Adolescent Pregnancy Prevention has conducted evaluation on its media campaign since 1996 to measure advertising awareness and target effectiveness over time. This maximizes the council's investment and qualitatively assesses creative message impact and relevancy to target audiences (10–14 year olds and their parents and caregivers). In addition to annual tracking surveys, the council has also conducted more indepth evaluation that includes ad awareness, knowledge, attitude, and behavior.
- Some sample tracking survey questions:
    - In 1999, the council's media campaign reached more than 90% of Idaho's teens, preteens, and adults 25–49 years of age. The impact of 1999 schedule delivered over 12 million teen exposures and 5.1 million adult exposures.
    - *Indepth Media Evaluation Summary Report*, March 2000
  - Summary of findings:
    - Media campaign awareness and effectiveness
    - Ad awareness is high
    - 99.5% of the sample claimed either unaided or aided ad awareness
    - 74% claimed to have both seen and heard ads
    - Majority of sample have seen or heard ads at least six times
    - Ad awareness was uniform by age
    - Ads seen to be effective
    - 76% claim ads to be at least "somewhat effective"
    - Ad effectiveness was higher among 12 to 14 year olds
    - 33% of sample claim they were motivated by the ads to discuss abstinence
    - 62% of sample claim the ads encouraged them to delay having sexual intercourse
    - 51% of sample reported that they discussed ad(s) with someone else



- 39% of sample brought up the discussion of the ad(s) themselves; 31% of sample reported that someone else brought up the subject
  - 69% of those who had discussed the ad(s) reported that the ad(s) helped them to talk about abstinence and sex
  - Evaluation of Informational Sources Regarding Abstinence and Sexuality:
    - Overall, mothers, fathers, and doctors are most trusted, though there are differences based upon gender.
    - One-on-one conversations with a well-known person was reported as the best way to get information about abstinence and sexuality
    - The second best way to get information was through written materials.
    - Reports of Sexual Attitudes and Behavior
    - High level of agreement across all groups that abstinence is the best way to prevent pregnancy and STDs.
    - 60% of sample reported that sex is OK only when people are married.
    - 56% of sample reported that they were worried about getting sexually transmitted diseases.
5. **Community Awareness/Outreach:** Educational activities, statewide media campaign, Idaho CareLine, 15 community coalitions with more than 300 volunteers.
  6. **Recommendations:** The Governor's Council, as a major partner and funder, would be happy to share an exhibit with other local APP coalitions. Last year one of our coordinators (Lalani Ratnayake) had a display up with her local adolescent pregnancy prevention efforts through Central Health district that we contract them to do. I realize that space is probably an issue--perhaps we could have one exhibit booth for the Council that also includes our local efforts through the health districts if space is tight.
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## Gritman Medical Center, Young Children and Family (YCF) Programs

1. **Purpose/Mission/Objectives:**  
*Mission:* The Young Children and Family Programs of Gritman Medical Center strive to promote the growth and learning of young children in Latah County by providing caregivers with flexible learning opportunities, support during important life changes, community connections that make parenting easier. We believe:
  - All children are born to learn and families are their primary educators
  - All families desire a responsive and enriching environment for their children
  - All communities want to learn how to give their children a safe and healthy start*Objectives:*
  - Measured increase in the number of families who can locate and access services.
  - Measured increase in the range and variety of services families access.
  - Projected 100% of participating young children immunized.
  - Measured decrease in child abuse
  - Measured increase in number and types of screenings.
  - Measured increase in parent understanding of child development
  - Satisfaction
2. **Description:** A father watches his two year old who seems to be "slower" than the other kids his age and begins to wonder, "Is he ok?"  
 A young couple, new to the area, has a bored and whiny preschooler who wants "something to do"!



A young single mother is home alone with a crying newborn, no neighbors, no transportation.

These scenes, common in the lives of families with young children, all have potential for tragedy or for growth. For families that are isolated, with nowhere to go and no one to turn to, these situations may trigger a downward spiral that adversely affects their ability to function in a safe and healthy manner. For families linked to a caring, supportive community, these very same situations present opportunities to increase their understanding and expertise in meeting the challenges of raising a child. The Young Children and Family Programs at Gritman Medical Center is committed to helping Latah County families make positive connections within and among their communities.

YCF is a community and grant-supported department of Gritman Medical Center established in the fall of 1998 by hospital staff and a coalition of early childhood professionals who now serves as an advisory board. This group identified isolation (physical, social, and emotional) as a factor that affects the ability of many families to provide the optimal environment for their child. In response, this group developed the programs provided through YCF. Since 1999, these programs have served more than 2,500 families and community members.

YCF staff and advisory board felt strongly in a promotional approach to service delivery. Programs are designed to optimize positive growth and functioning of each family rather than the more traditional preventive approach (to forestall the occurrence of problems), or the medical/treatment approach (to provide care after a problem has occurred). For this reason, YCF services do not have eligibility criteria. All families in Latah County are able to access YCF services.

Because of YCF efforts, Latah County has experienced many benefits. Parents' access to community resources has increased by 16% and parents report feeling more connected to their community. Rates of child abuse and neglect have decreased by 36% in Latah County, which was the most significant decrease among comparison counties in Idaho. Among families participating in YCF, there were no valid incidents of child abuse and neglect.

Below is a brief description of each of the programs offered through YCF.

- **FIRST STEPS**--Specially trained parent volunteers from the community provide education, support, and connections for families with newborns from birth to three months through a friendly hospital visit and follow-up phone contacts for 3 to 6 months.
  - *More than 420 families annually receive support, information, and connections through First Steps services*
- **AGES AND STAGES**--A Child Development Specialist, using a series of specially designed Ages and Stages Questionnaires, helps caregivers track their child's growth and learning from 4 months to 5 years, identifying any potential developmental delays.
  - *More than 350 families per year participate in Ages and Stages Questionnaires to learn about their child's development*
- **BABY TRACK IMMUNIZATION REMINDERS**--Parents receive immunization reminder cards for children birth to 18 months.
  - *More than 340 families per year receive immunization reminders*
- **COMMUNITY COMPASS RESOURCE GUIDE**--A directory of family-oriented services, resources, and recreation ideas in Latah County provided free of charge.
  - *3,000 Community Compass resource guides are distributed per year*
- **LIVING & LEARNING PARENTING CLASSES**--Parenting classes for families with children birth to 3 years old.
  - *More than 100 people per year attend parenting classes*

- HUMAN SERVICE NETWORKING BREAKFAST--Twice yearly time for human service professionals to meet and promote cooperation to reduce duplication of efforts.
    - *More than 100 area professionals attend per year*
3. **Coordinating Strategies:** The Early Childhood Service Council (ECSC), a group made up of representatives from agencies serving young children and families in Latah County, was founded in 1997 and meets monthly to maintain strong connections between area programs. In the fall of 1998, the ECSC submitted a proposal to the J.A. and Kathryn Albertson Foundation to establish the Young Children and Family Programs and was selected as an early childhood demonstration site. The ECSC now serves as an advisory board for the project. Examples of how members of the council have collaborated with Young Children and Family Programs activities include:
- Gritman Medical Center Family Birth Center--Works with YCF staff to insure that families of newborns receive First Steps visits and materials. All families in the Family Birth Center also have the option of signing up for the Baby Tracks immunization reminder program.
  - Department of Health and Welfare Infant Toddler Program (ITP)--Provides advice and expertise in the development and application of the YCF screening programs. YCF publicizes and promotes ITP/Health Dept. Child Find activities. Families participating in YCF screening programs with children birth to three who fall into the refer range are directed/introduced to ITP specific staff members.
  - Department of Health and Welfare Family and Children Services (FACS)--Provides information and training to YCF staff and volunteers about child abuse and neglect issues. Works collaboratively, with permission from families, to evaluate effect YCF has on child abuse rates in Latah County.
  - Latah County Library--Provides "Books for Babies" packets that YCF includes in First Steps "Welcome Baby" packets distributed by First Steps volunteers to all families who deliver at Gritman Medical Center.
  - Parents as Teachers/Even Start Family Literacy Program (PAT/ES)--Works with YCF to insure continuum of service. While YCF provides less-intensive services such as First Step follow-up with community volunteers, PAT/ES provides higher intensity services including home visits by professional parent educators. Both programs refer to each other depending on individual family needs/interest
  - Community Action Agency (CAA)--YCF staff provide on-site training, with an emphasis on developmental screening, for childcare providers (centers and family day care homes) participating in the CAA Care for Kids program. Childcare providers then have the option of offering YCF screening programs to their families. CAA invited YCF staff to offer developmental screening at their Energy Assistance appointments, improving access to traditionally "hard to reach" families.
  - North Central District Health Department (NCDHD)--Alerts YCF staff to rural community needs. YCF staff and public health nurses coordinate child find efforts in the county and ensure at risk infants, including those transferred to Spoken, receive appropriate follow-up. Refers families to YCF for services. Uses YCF resource materials.
  - Local Preschools--Distribute informational and resource material prepared by YCF to their families. Refer families for services, and accept referrals from YCF staff. Help staff and/or provide informational materials about their programs at outreach activities coordinated by YCF, such as the Latah County Fair. (Participating preschools include: Moscow HeadStart, UI School of Family and Consumer Sciences Child Development Laboratory, UI Children's Center, Moscow School District Developmental Preschool, and the Bovill Early Childhood Community Learning Center)
  - Local School Districts: Genesee, Moscow, Kendrick/Juliaetta, Potlatch, Whitepine--Distribute informational and resource material prepared by YCF to

their families. Refer families for services, and accept referrals from YCF staff. Help staff and/or provide informational materials about their programs at outreach activities coordinated by YCF, such as the Latah County Fair.

- Mercy Housing: Hawthorne Village (Affordable/subsidized housing)--Worked with YCF staff to establish a single parent group which meets twice a month. Provides residents with YCF informational and resource materials
4. **Evaluation, Data Collection and Measurements:** The Idaho Center for Disabilities and Human Development, a University of Idaho Affiliated Program, and the UI Social Science Research unit both consulted with YCF to develop our evaluation measures. Please see the attached grid for a description of these measures.
  5. **Community Awareness/Outreach:** YCF uses a variety of strategies to increase awareness of programs in the community including. During our first year of operation, our VISTA Volunteer developed a comprehensive, well organized media manual to make media relations easier. Gritman recently hired a marketing director that has aided YCF in increasing community awareness. Some of the strategies we use include:
    - Contact with all families that deliver at Gritman Medical Center;
    - Contact with families through public health nurses and professionals at NCDHD and WIC programs;
    - Networking with local professionals through groups such as the Early Childhood Service Council and Regional Infant Toddler Committee and Human Needs Council;
    - Presentations to parent groups such as the Moscow Parent Toddler Cooperative;
    - Volunteers for YCF spread the word to organizations, churches they are involved with;
    - Newspaper, radio and TV advertisements for First Steps volunteers;
    - Regular communication with medical community through flyers and speaking with nursing staff;
    - Local email listservs;
    - Flyers around campus and speaking engagements with classes and student groups.
    - A quarterly newsletter to the community including members of the Chamber of Commerce.
  6. **Recommendations:** Collaboration among critical agencies is essential and was vital to the establishment of the Young Children and Families Programs. Since the project itself rose out of an established collaborative group, the Early Childhood Service Council, partnering agencies had a strong commitment to the overall goals of the project. The logistics of creating and managing a multi-faceted program, while challenging, did not prevent implementation.

Another aspect of the project that has contributed to its ongoing success has been the realization of the power of a positive, asset based approach to serving young children and families. The universal access model of service delivery normalizes the process of reaching out to others to meet the challenges of raising children and allows families to access services with their strengths recognized and their pride intact. A project design which allowed for some flexibility in shifting priorities and resources has also been helpful.

Finally, identifying and cultivating “true believers” in the community who would take up the challenges of exploring new ways to serve families and children meant there was a strong cadre of support for innovation efforts.

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## Healthy Outcomes for Youth /HOY Project

1. **Purpose/Mission/Objectives:** The three objectives of this community pilot project are designed to increase the number of children enrolled in the federally funded State's Children's Health Insurance Program, SCHIP, or Idaho's CHIP. Those three objectives are: outreach; simplification; coordination. Located within Terry Reilly Health Services since July 1999, the HOY Project shares that community/migrant health center's core purpose and mission, "To strengthen the communities we serve by improving their health and quality of life."
2. **Description:** The HOY Project is privately funded by a grant from the Robert Wood Johnson Foundation's "Covering Kids" Initiative. The terms of the grant are for 3 years beginning in July 1999. The geographic area impacted by the grant activities includes the communities in Canyon and Owyhee counties that are served by Terry Reilly Health Services. The constituency is comprised of all uninsured children and youth under 19 years of age who reside in those communities. Early estimates placed the number of children in Idaho living at or below 150% of federal poverty levels, thereby meeting income eligibility for CHIP, at 133,781. Since December 1999, an additional 24,301 children have been enrolled statewide. The Foundation has placed special emphasis on the large Hispanic population in Canyon County and any parent who cannot afford the health insurance offered by employers. Currently, Region III has the fastest enrollment rates in the state with the majority of those cases generated in Canyon County. The staff positions primarily responsible for all aspects of implementing the grant are Project Coordinator, Outreach Enrollment Assistant and Special Programs Manager. A similar project with the same objectives is located in northern Idaho at Kootenai County Medical Center. Both pilot projects collaborate with the HOY Project Director at Mountain States Group in Boise, the grantee.
3. **Coordinating strategies:** A number of strategies have been implemented and tested since July 1999. They include designing outreach materials for public, professional and legislative education. Improved enrollment procedures and availability of application assistance for working parents have resulted in memoranda of agreements with schools and businesses. Collaborations with the Idaho Department of Health and Welfare have produced print and broadcast media messages, as well as the necessary simplification of processes related to access and renewal of Medicaid benefits. Through presentations, public events, and the establishment of a representative Community Coalition of stakeholders, attention is drawn to the objectives and core purpose of the project.
4. **Evaluation, Data Collection measurements:** The HOY Project Coordinator prepares a quarterly report for the Project Director at Mountain States Group outlining achievements by the pilot project. The Idaho Department of Health and Welfare Region 3 CHIP Coordinator provides current and comparison data that includes the number of children enrolled in CHIP and all Medicaid programs to the HOY Project Coordinator. Quarterly meetings are held for the Community Coalition to address the progress of the strategies employed by the project. Annual meetings are held for the states involved in the Covering Kids Initiative at which effective practices are presented and reviewed by pilots and governing bodies alike. HOY Project staff tabulates monthly enrollment logs to assess the success of application assistance and approval of benefits.
5. **Community Awareness/Outreach:** The Community Coalition is charged with assisting the Project Coordinator to get the word out about CHIP. Members recommend and help to schedule presentations for their constituencies. Purchased and earned media within the Boise market of English and Spanish consumers has been used to inform the public of the availability of CHIP. Canvassing and outreach has been undertaken in neighborhoods, schools, businesses and churches. A variety of marketing tools including flyers, brochures, posters, brochettas and phone cards have been designed and produced for parents, health professionals and legislators.
6. **Recommendations:** Much work within the private, for-profit health arena has not resulted in agreements to improve access to healthcare for CHIP children. Dentists and hospitals are reluctant to draw poor people, although newly insured in most cases, to their patient base. Despite the attention paid to the cost-saving benefits of insuring

children, employers are following a national trend to limit the benefits under their health plans, thereby creating more need for programs like CHIP. Legislative education has resulted in the discovery of allies who are for healthy outcomes for youth, but a cap on Medicaid spending would eliminate the possibility of insuring all eligible children with healthcare needs. Duplication of efforts in social marketing is not a major concern. Outreach methodology requires tailoring, repetition and variety in order for healthcare consumers to grasp the value of this “product.”

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## Idaho Association for the Education of Young Children

1. **Purpose/Mission/Objectives:** Our mission is to serve and act on behalf of Idaho’s young children with primary focus on developmental and educational resources and services. We also foster professional development for those working in the field of early childhood.
2. **Description:** Our current major promising practices include the T.E.A.C.H. Early Childhood® Scholarship Project and the Professional Development Clearinghouse Project.

Idaho AEYC received its affiliated status in 1984. The T.E.A.C.H. Project was established in 1999 with funding from the J.A. and Kathryn Albertson Foundation and CCDBG funds. The program’s goal is to upgrade the level of education of caregivers working with young children while making that process more affordable, increasing wages and reducing turnover. We currently are linked to BSU, CSI and NIC programs to obtain a Child Development Associate (CDA) Credential or Associate degree in early childhood and hence do recruitment in their respective service areas (Regions 1, 3, 4, and 5). We hope to have funding to support ISU students in the fall as well.

T.E.A.C.H. started with funds to support 12 scholarship recipients in the fall of 1999. We currently have 55 recipients and a waiting list at all colleges. Participants are employed at diverse types of facilities including HeadStart, Montessori, a Boys and Girls Club, campus-based childcares, family childcare homes, public school developmental preschools as well as large- and small-profit and not-for-profit centers.

Our Professional Development Clearinghouse Project was initiated in 1999, too. The goals of this program include:

- establishing Idaho AEYC as a clearinghouse for professional development information
- developing a professional development career lattice model
- developing a proposed compensation model that would link increased compensation to increased education and
- promoting the models following a specific strategic marketing plan.

This project would impact the entire state and potentially all childcare providers and the children in their care.

3. **Coordinating Strategies:** With any project Idaho AEYC undertakes, we try to link with other organizations. The T.E.A.C.H. Project has linked with health districts, resource and referrals, local community agencies and media, accreditation projects, HeadStart, and school districts. The VHW in Sandpoint, West End Men’s Club in Buhl, and Kiwanis of Coeur d’Alene are some of our specific partners outside of the field.

On the Clearinghouse Project we are currently working with Channel 6 representatives on a media campaign to promote the link between an educated provider and quality care. We also will be partnering with high schools, hospitals, pediatricians

and resource and referrals as part of that project. Forums were held around the state to involve stakeholders.

4. **Evaluation, Data Collection and Measurements:** We have used evaluation questionnaires with T.E.A.C.H. scholarship recipients, parent of children in their groups, and center sponsors. Program advisory committees from each region provide input to our board as well; we are establishing an evaluation committee that will monitor assessment of programs. All T.E.A.C.H. students and program data are tracked on FileMaker Pro.
5. **Community Awareness/Outreach:** We make our services known through displays at conferences and events, newsletters, presentations, our brochures, word of mouth, and referrals from members and project participants.
6. **Recommendations:**
  - Know the community culture of the service area.
  - Work through existing groups whenever you can; this avoids stepping on toes and gains you support.
  - Be clear in your message.
  - Seek frequent input from those your project will impact.
7. **Contact Information:** Pat Frankle, Executive Director  
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## The Idaho Immunize By Two Coalition

1. **Purpose/Mission/Objectives:**
  - *Purpose:* To decrease mortality and morbidity of children 0–24 months from vaccine-preventable disease.
  - *Mission:* Our mission is to reduce vaccine preventable disease and increase immunization rates to 90% for children 0–24 months of age by reducing barriers and increasing services for immunizations by linking providers, parents, insurance companies, community organizations and state organizations through technical and legislative support, public and professional education and maximizing resources.
  - *Objectives:* With community collaboration, we have four workgroups involved in specific aspects of the coalition:
    - Provider Education: Improving immunization practices and knowledge within the healthcare communities. Example work plan: Sending out postcards to statewide provider offices notifying them of the CDC Immunization Update satellite conference; When, where, who. This happens twice a year.
    - Parent Education: Educate the public (parents) of the need for immunizing children. Example work plan: Offering (7) Immunization Celebration Grants for communities in Idaho to promote and educate the parents they are in contact with by offering free immunization clinics and fun activities for children.
    - Advocacy: Advocate for important healthcare issues affecting immunizations. Hotel featuring a national speaker from the National Network of Immunization Information (Dr. Bruce Gellin). To counteract anti-immunization messages and to develop relationships with our state legislators. Lt. Gov. Riggs who is on our advisory committee introduced the guest speaker. Twenty-nine legislators came for the dinner. We will do this annually.
    - Registry: Promote a computerized immunization registry. Example work plan: To continue the collaboration and development of relationships between

the Health Districts to make IRIS successful. Task force meetings are on going as this registry is developed.

2. **Description:** Idaho Immunize By Two Coalition was founded in 1995. It is a statewide collaboration of concerned citizens, public and private healthcare organizations, childcare agencies, nurses, physicians, and public policy makers. Target population is children--specifically birth to 2 years. We collaborate with organizations around the state; the number of people served by the coalition annually is about 200,000. This does not include patients or parents as our collaborating partners in turn serve them. We have given out 200,000 bibs and t-shirts through providers and partners to the public. We produce a quarterly newsletter mailed to 3,000 recipients with copy-friendly parent pages. Our parent information brochure is also distributed. Our web site will reach many more people across Idaho and the country.
3. **Coordinating Strategies:** The coalition has collaborated with organizations and partnered with private and public associations. Since 1995, the activities we have chosen to engage in involve many people who have offered their support through time, money or in-kind donations. The following is a list of these partnerships:
  - Albertson's
  - Ada County Medical Society
  - Aventis Pasteur
  - Benewah Medical Wellness Center
  - Blue Cross of Idaho
  - Boise State University/Department of Nursing
  - Canyon County Immunization Coalition
  - Cassia Regional Medical Center
  - Childcare Connections
  - Early Childhood Information Clearinghouse/CareLine
  - Emmett Medical Center
  - Farm Bureau Mutual Insurance Company
  - Health West Community Health Center
  - Hope for Kids-Idaho
  - Glenns Ferry Heath Center
  - Idaho Academy of Family Physicians
  - Idaho Academy of Physician Assistants
  - Idaho Chapter of American Academy of Pediatrics
  - Idaho department of Health & Welfare
  - Idaho District Health Departments
  - Idaho Division of Medicaid
  - Idaho Health Education Leaders in Partnership (IHELP)
  - Idaho Hospital Association
  - Idaho Immunization Program
  - Idaho Medical Association
  - Idaho Nurses Association
  - Idaho Perinatal Project
  - Idaho Primary Care Association
  - Idaho State University Family Practice Residency Program
  - Idaho State University Institute of Rural Health Studies
  - Idaho WIC Program
  - Lynette Replaci, Pharm D, CDE
  - March of Dimes
  - Market Point Media
  - Merck Vaccine Division
  - Mercy Medical Center
  - Mountain States Group, Inc.
  - North Idaho Immediate & Primary Care Centers
  - Office of Gov. Dirk Kempthorne
  - Office of Lt. Gov. Dr. Jack Riggs
  - Primary Health, Inc.
  - Randy Cordle, MD
  - Regence Blue Shield of Idaho
  - Rotary Club of Sandpoint
  - Smithkline Beecham
  - Southeast Idaho Immunization Coalition
  - St. Alphonsus R.M.C.
  - St Luke's R.M.C.
  - Success by Six/United Way
  - Terry Reilly Health Services
  - Thomas Rand, MD PhD
  - Valley Family Health Care
  - Walter Knox Memorial Hospital
  - Wyeth-Lederle Vaccines
4. **Evaluation, Data Collection and measurements:** The coalition takes direction from the State Immunization program and the CDC in regards to immunization percentages. (For example, how many Idahoan children are not getting their shots.) The data collection is done by state and federal entities. The evaluation and strategic planning is then formulated by the steering committee that is made up by the chairs of each work



group (see #2 above). The needs of the state are based on provider evaluation (recommendations given by provider work group), parent evaluation and lobbying officials ( and the Governor and Lt. Governor).

5. **Community Awareness/Outreach:** We make our services known to the community by communicating with doctors, nurses, and healthcare organizations. By this we provide materials that they can use (usually free of charge) to educate themselves, parents and/or patients.

Annually we are involved with 10 different conferences around the United States and in Idaho for further exposure and education. We produce a quarterly newsletter targeted toward parents and providers. Last July we dispersed over 200,000 t-shirts, bibs, infant t-shirts, and picture magnets to all parts of Idaho. This was in collaboration with CHIP who in turn used their vista workers to further the message about the importance of immunizations.

Our legislative dinner this past February was a successful attempt to involve our state leaders in the effort to keep Idaho's children healthy. This event caught the attention of the National Immunization Program who will be highlighting Idaho for National Infant Immunization Month. They will also be attending our Governor's signing of the proclamation for Idaho Infant Immunization Month in April.

6. **Recommendations:** Avoid thinking only within the box. Work together with other organizations--"Alone we can do so little, together we can do so much" Helen Keller. Find partners with the same values and keep those relationships healthy and open.
7. **Contact Information:** Immunize By Two Coalition  
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## Idaho Read to Me Program

1. **Purpose/Mission/Objectives:** a) Parents and childcare providers understand the value and joy of reading aloud to their children and use the library as a valuable community resource for reading; b) libraries offer a variety of services to promote community-supported reading projects for at risk children and their families; and c) libraries and community partners across the state establish ongoing partnerships to encourage family reading.
2. **Description:** The Read to Me Program was established in 1997 to reach all parents in Idaho with children from birth to age 8, with an emphasis on reaching at-risk families, fathers, and childcare providers. Promising practices include:
  - Support local libraries in their development of outreach services. Local Read to Me sites in 17 communities provide intensive outreach projects for young at-risk children and their families through the public library and their community partner(s). The State Library also helps co-sponsor the Idaho Commission on Hispanic affairs' Young Readers Program, a summer outreach program aimed at increasing reading levels for young migrant students.
  - Partner with Idaho Public Television and local libraries to reach children through the First Book project. Since 1997, the State Library has allocated federal library funds to supply 19,680 books for 1,640 at-risk children. This year the State Library was able to provide books for 761 children through public library and local partner outreach programs. Each child receives one book per month for 12 months.
  - Expand training opportunities for librarians, parents and caregivers in the areas of emergent literacy, working with community partners, reaching at-risk families, brain development, and implementing outreach programs. More than 600 people have attended State Library-sponsored training sessions held in the last 3 years.

Training participants, have in turn, provided training sessions in local communities on emergent literacy topics reaching an additional 1,800 Idahoans.

- The Read to Me program has been successful because it has support from a wide variety of state and local organizations and has implemented a variety of approaches to reach Idaho families.

3. **Coordinating Strategies:** The Idaho State Library has coordinated a statewide project since 1997, working with Idaho libraries, childcare providers, adult and family literacy providers, early literacy educators, and early childhood and family advocates.

On the state level, the State Library has worked with the following organizations to help promote early childhood literacy: Idaho Public Television, Idaho Commission on Hispanic Affairs, Idaho State Department of Education, Idaho Department of Health and Welfare, Governor Kempthorne's Office, Idaho Council on Developmental Disabilities, Idaho Chapter of March of Dimes, Idaho Parents Unlimited, Success by Six, Idaho's Parents as Teachers Program, Idaho Childbirth and Parenting Educators Association, Healthy Mothers--Healthy Babies, Idaho HeadStart, Idaho Even Start, Idaho Association of Educators of Young Children, J.A. and Kathryn Albertson Foundation, Lee David Pesky Foundation, Idaho's Childcare Resource and Referral Agencies, University of Idaho's Emergent Literacy Program, Childcare Connections, Mountain State's Early HeadStart, Adult Basic Education Program, Learning Lab, Idaho Education Association, Idaho Library Association, Idaho Reading Council, Idaho Kids Count, and Idaho Children's Alliance.

On the local level, partners include HeadStart, school districts, teen parent programs, childcare providers, Migrant Council offices, Even Start, Nez Perce Tribal Early HeadStart program, healthcare providers, Adult Basic Education, school districts, Boys and Girls Clubs and many others. Each local Read to Me site has at least one partner agency or organization.

4. **Evaluation, Data Collection and Measurements:** The State Library has contracted with the Northwest Regional Education Lab to independently evaluate five local Read to Me outreach projects over a 3-year time period. The State Library collects data every 2 years from all public libraries to assess needs and evaluate effectiveness of programs and training. Data is also collected from training evaluations, packet evaluations, feedback forms for the displays and support materials, and through a media clipping service.
5. **Community Awareness/Outreach:** Implement a statewide campaign to encourage parents and childcare providers to read aloud to children. A media campaign with television, radio, and print advertisements has focused on the role fathers play in reading aloud. This year we are working with the Idaho Department of Education to promote *Dr. Howard's Dinner and a Book* initiative, promoting the statewide summer reading program and the State Library's 100th Anniversary.

Ten traveling displays on brain development, available free of charge to any Idaho organization, have toured more than 450 Idaho sites in the last 2 years, helping explain the importance of a strong start for Idaho's children.

The Read to Me web site ([www.lili.org/isl/readtome](http://www.lili.org/isl/readtome)) provides recommended reading lists for all ages, information on brain development, collaboration, best early literacy practices in Idaho, funding sources, resources, and much more for parents, librarians, and childcare providers.

Support materials, including bilingual coloring books, *Grow with Books* charts, *Rhymes for Babies* and *Music for Babies* booklets, bookmarks, and other materials are available free of charge to compliment parent education efforts, reading initiatives, and outreach efforts.

An early childhood video collection was started in 1998 and includes videos on growth and learning, health and safety, parenting and family, and special needs topics.

Idaho Family Reading Week, the third week in November, is sponsored by the State Library to reach more families with the read aloud message. Special events are held at most public libraries across the state.

Reading promotion packets help promote other reading and child development initiatives throughout the year. The State Library mails two reading packets and information to more than 2,000 Idaho reading partners each year.

6. **Recommendations:** The following are ideal conditions for implementing local outreach projects:
  - Strong local partnerships are established before the outreach project begins.
  - Planning is done before the outreach project begins. Assessing community needs, assessing staff training needs, obtaining materials, formulating a recruitment plan to reach families in need of services, and developing program outcomes for evaluation are key elements of the plan.
  - Adequate resources are available for the project.
  - All staff, board members, and other key stakeholders support the project.
7. **Contact Information:** Stephanie Bailey-White and Peggy McClendon  
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 swhite@isl.state.id.us  
<http://www.lili.org/isl/readtome>

## Idaho Transportation Department's Office of Highway Safety's Youthful Drivers Program

1. **Purpose/Mission/Objectives:** To create a behavioral precedence among our youth (both pre-driving and driving age) to reduce young driver-related DUI, risky and inexperienced drivers and fatal and injury crashes, and to increase young drivers safety restraint use in the State of Idaho.
  - Provide public awareness activities targeting the 15- to 19-year-old population that contributes to impaired, risky, and inexperienced driver prevention and increased safety restraint usage.
  - Conduct research into successful youth prevention programs in Idaho and nationwide that the Office of Highway Safety could work with or augment.
  - Support the Office of Highway Safety mission of increasing the statewide average seat belt and child safety seat usage rate among youth.
  - Pilot a statewide "Missing In School" (MIS) program.
  - Conduct art contests and produce for distribution to all elementary schools in Idaho, the 2nd Annual 2002 Highway Safety Kids Calendar, involving students K–6 grades.
  - Partner with Mothers Against Drunk Driving (MADD) and the State Department of Education (SDE), Safe and Drug-Free Schools, and provide participation and Federal fund support for statewide "Celebrate Graduation" activities.
2. **Description:** The Office of Highway Safety's Youth Driving Programs were established during 1999. The initial targeted driving population was the 15- to 19-year-age group of drivers. We quickly learned that although you can improve driving behavior through education, strong enforcement, and driving experience, we must also develop programs that will start safe driving behavioral norms being developed in the K through elementary and middle schools, long before these young people ever turn a key.

Our Targeted Risk in Idaho is the youthful, risk-taking, inexperienced driver. In 1999, drivers age 15 through 19 represented 9% of the total licensed drivers in Idaho, yet were involved in 19% of drivers in all crashes and 16% of drivers in fatal and serious injury crashes. This age group is under the legal drinking age of 21, yet accounted for 9.3% of DUI arrests and 11.2% of the DUI crashes.

This is a Proactive and Ongoing approach to making youth safer drivers in Idaho. Idaho is the service area and this program will affect every student driver and young licensed driver in Idaho.

3. **Coordinating Strategies:** The Office of Highway Safety will be partnering with Central District Health Department who will set up a Child Safety Seat and Booster Seat Display for this event. The Office of Highway Safety has established partnerships with numerous agencies statewide, to coordinate and combine our highway safety efforts. These agencies include, but are not limited to: State and local law enforcement, State Departments and Agencies, NHTSA, FHWA, Hospitals, EMS, Fire Fighters, MADD, SADD, IDFY, PAYADA, Insurance Information Service of Oregon and Idaho (IISOI), Insurance Agencies, Safety, Safe Kids and Injury Prevention Coalitions, to name a few.
4. **Evaluation, Data Collection and Measurements:** Virtually all our programs are driven by crash data/statistics gathered from Idaho Vehicle Collision Reports compiled and entered into the Idaho Crash Database by the Office of Highway Safety. These reports are received from all state and local law enforcement agencies in Idaho where there is a crash resulting in more than \$750 property damage and/or an injury and/or fatality. Our office analyzes crashes and all circumstances surrounding these crashes to determine where significant highway safety problems exist in the state. We then put programs into motion to combat problems identified and follow through with statistical analysis to determine how effective programs are. Additionally we measure performance of each project by performance of agencies receiving Federal grant funding through the Office of Highway Safety.
5. **Community Awareness/Outreach:** This is an ongoing and multi-faceted process. We are totally involved in a consistent statewide traffic safety outreach. We produce and distribute thousands of highway safety related informational and educational materials. We provide technical advice and guidance in all areas of highway safety. We produce public service announcements (PSAs) and the Director of the Idaho Transportation Department serves as the Governor's Highway Safety Representative. We utilize all forms of media available.
6. **Recommendations:** For purposes of the Second Annual Governor's Roundtable for Families and Children, we recommend that the Idaho Transportation Department's Office of Highway Safety, in partnership with the Central District Health District, set up and staff an informational booth. The information will center on youth safe driving programs and child passenger safety.
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## Libraries Linking Idaho (LiLI) Network

1. **Purpose/Mission/Objectives:** The Libraries Linking Idaho Network (LiLI Network) provides information and library services to the residents of Idaho through their publicly funded libraries. LiLI is a joint venture of the Idaho State Library and the Idaho library community. The LiLI Network Board, librarians who volunteer their time and resources, advises the State Library Board on policy matters and sets direction for networking Idaho's libraries.
2. **Description:** In 1998 the Idaho State Library contracted with two database vendors to provide access to thousands of magazines, journals, newspapers and reference books for the residents of Idaho. The program, known as the LiLI Database Project, or LiLI-D, connects Idahoans to information via a computer, and Internet connection, and a web browser.

The LiLI Databases reach all ages of Idahoans, from elementary school children to seniors. Two databases are specifically targeted for elementary and secondary school students. The databases cover general interest, academic, curricular, business

and consumer health topics. The databases are provided without charge to either libraries or Idahoans.

3. **Coordinating Strategies:** The LiLI Databases Project is funded by the Idaho legislature. Funds are drawn from the budgets of the Idaho State Library and the Idaho State Department of Education's School Technology funds. The State Library and the Department of Education have partnered to provide training to school librarians.

The databases can be accessed through publicly funded academic, public, school, and special libraries. In many cases, Idahoans can access the databases from their homes or offices. Most Idaho public libraries provide public Internet stations for those who do not have computers at home. Idahoans, who are not served by libraries, may access the databases through the Idaho State Library web site <http://www.lili.org>.

4. **Evaluation, Data Collection and Measurements:** The State Library and every library participant can pull their own usage data. Our statistical data show a significant increase in usage by the schools, especially during the second year of the program, calendar year 2000. We expect similar continued growth.

Additionally, the State Library issued a satisfaction survey December 2000. We are analyzing the results now. In general, librarians are highly satisfied with the program, and, of course they want more databases for their customers! The survey is also helping us to identify areas of program weaknesses and libraries that need technical assistance.

5. **Community Awareness/Outreach:** The Idaho State Library and libraries in Idaho have used a number of venues to reach the public. Three examples are:
  - September 1999, a statewide media campaign featuring a 4-page Back to School newspaper insert with 350,000 inserts distributed throughout Idaho with the headline: "Libraries Provide A+ Resources for School, Work, and Home." Articles promoted Information Navigators, the value of books and reading, and the excitement of technology available at local libraries. The front page photo features the Governor and his wife reading to children. The insert also included a column by the Superintendent of Public Instruction. The State Library purchased air time for a 30-second TV ad and 60-second English and Spanish radio spots.
  - May 2000, the campaign "Every Click Counts" was created to encourage school, public, and college librarians, elected officials, and the general public to logon to LiLI-D. The campaign targeted librarians through direct mail, training opportunities, conference presentations, and through State Library newsletters. Elected officials heard about LiLI-D at e-Government Boot Camp in September 2000 and through presentations during the legislative session. In addition, legislators could opt to place a direct link to LiLI-D on their laptop computers.
  - September 2000, an "Every Click Counts" public service announcement was placed in all Idaho weekly and daily newspapers. Local libraries followed through by offering search tips, bookmarks, personalized training and presentations. Many school, public, and college library web sites feature the LiLI-D link. It can also be found on the Idaho Electronic Campus, <http://www.idahoe-campus.state.id.us>.
6. **Recommendations:** The amount of time needed for start up came as a surprise. In the beginning, State Library staff did a lot of handholding, helping libraries to establish accounts with the vendors. We also found that librarians needed a great deal of training.
7. **Contact Information:** Rand Simmons, Networking Consultant  
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## Safe and Drug-free Schools: Linking Prevention Programs With Success

1. **Purpose:** To make every school building in our state a safe, drug-free and disciplined learning environment that supports the learning and success of all children and the professionals who serve them.
2. **Coordinating Strategies:** Our program involves statewide and district advisory boards, parents and staff, law enforcement, counselors, and all community mentors.
3. **Evaluation, Data Collection and Measurements:** Year-end school district incident reports: (number of fights, insubordination, harassment, vandalism, truancies, suspensions, expulsions, weapons, plus tobacco, alcohol and other drug use). Student Assistance Program Evaluations are submitted to our office. A biannual substance abuse survey is also used as an assessment tool.
4. **Community Awareness/Outreach:** The community is kept aware of our programs by mailings to school personnel (substance abuse coordinator, superintendents, and principals). The media is also kept informed of activities by the school districts.
5. **Recommendations:** Anger Management, Peer Mediation, Conflict Resolution, Mentoring, and Student Assistance Support Groups are great programs that are working.
6. **Contact Information:** Claudia Hasselquist, Coordinator  
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[www.sde.state.id.us/safe](http://www.sde.state.id.us/safe)

## March of Dimes Folic Acid Education Campaign

1. **Purpose/Mission/Objective:** The Goal of the Campaign is to have every woman of childbearing age consume 400 mcg of synthetic Folic Acid every day. Consumption of the B Vitamin Folic Acid by women before and during pregnancy would reduce the incidence of neural tube birth defects by an estimated 50–70% in the United States. In addition, there is evidence that Folic Acid can reduce the risk of other birth defects and help prevent preterm labor. Finally, other health benefits may also include reduced risk of heart disease, stroke, and colon and cervical cancer.
2. **Description:** The March of Dimes (MOD) has educated people regarding Folic Acid since 1992. They formed partnerships on a National level to advocate for fortification of the grain supply (that was started in 1998). In 1998 the March of Dimes and other organizations such as the CDC, ACOG, AWHONN, and ADA formed a National Council to more effectively educate healthcare professionals and the public regarding the need for women to take a synthetic form (vitamin) of Folic Acid every day, even though they may not be planning to become pregnant. The MOD has undertaken to be a leader in forming state and local partners in every state to get the message out. The Idaho Chapter and its partners have distributed PSAs to local TV and radio stations, distributed thousands of educational materials and has held a statewide summit for healthcare professionals over the last 2 years in an effort to educate everyone about Folic Acid.
3. **Coordinating Strategies:** Our Idaho Folic Acid Council members and partners include WIC, all seven health districts, numerous hospitals and community migrant health clinics, the Idaho Perinatal Project, the Pregnancy Wellness Coalition of Lewiston/Clarkston Valley, Healthy Mothers–Healthy Babies and many HeadStart, Early HeadStart Programs, and Parents As Teachers Projects. In addition, numerous individuals from health organizations such as the Idaho Dietetic Association and AWHONN and from private practices are taking part in educational efforts. Finally, a number of businesses are educating employees and customers about the importance of Folic Acid.
4. **Evaluation:** At a local level we are tracking the materials that are distributed in education efforts. The MOD has conducted four National Gallup Polls to determine the knowledge and vitamin-taking behaviors of women of childbearing age. Recently, the



MOD has done Gallup Polls to acquire baseline data in individual states to help Chapters determine if their efforts are changing knowledge and behavior.

5. **Community Awareness/Outreach:** MOD is present at many of the public health fairs and professional health conferences. We make most of our materials free to the public, professionals and organizations and distribute catalogs at these events. We distribute brochures on some of our programs such as our Community Grants and Genetics and Your Practice speakers programs. The MOD has a national web site and a toll free Resource Center.
6. **Recommendations:** For the Folic Acid message to result in women knowing that they need to take a vitamin every day starting now requires that healthcare professionals as well as other committed organizations and individuals to pass the message on in all sorts of situations.
7. **Contact Information:** K. Lynn Kammermeyer, PhD, Director of Program Services  
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## Project Safe Place

1. **Purpose:** To provide access to immediate help and supportive resources for young people in crisis through a network of sites sustained by qualified agencies, trained volunteers, and businesses.
2. **Description:** Project Safe Place is a network of businesses and other public locations which serve as temporary "safe havens" for youths in any kind of danger or crisis. Employees at the businesses are trained and immediately call the 24-hour Safe Place hotline when a youth seeks help at the business. Counselors and volunteers are dispatched to that location to meet with the youth within 15 minutes. The youths are given several options and are allowed time to work out the problem with a trained volunteer.

The Pocatello Safe Place program has been established since 1994. Our target population includes all youth and their families. We average two youths a week that seek help at a Safe Place site. Our service area includes Pocatello, Chubbuck, Inkom, McCammon, Lave, Downey, American Falls, and Fort Hall.

3. **Coordinating Strategies:** Project Safe Place is a great example of the private sector and the social services sector working together. Our program includes more than 200 area businesses that serve as Safe Place sites. In addition, we partner with the school districts, health and welfare, law enforcement, and all youth and family services agencies in our area.
4. **Evaluation:** Project Safe Place continues to provide valuable services to youths and their families as demonstrated by the sheer number of youths who continue to seek help each year. In addition we provide comprehensive services including counseling, tutoring, mentoring, and advocacy for every youth who seeks help.

In evaluating a program, it is always important to know its ability to be replicated in other communities. We are proud to report that since we started the Safe Place program in Pocatello, three other communities have replicated it throughout Idaho including Idaho Falls, Twin Falls, and Coeur d'Alene.

5. **Community awareness/outreach:** We provide presentation in the schools on an annual basis. Our presentations reach more than 15,000 students each year. In addition, we air public service announcements on each television network, as well as all radio stations. Each week, a Safe Place Youth Council goes into the community and distributed information about Project Safe Place. This council has direct contact with students in parks, restaurants, and at the mall.



6. **Recommendations:** It is important to have a Safe Place coordinator who knows the community and works well with all the partners. The youth council is also important. They should set the agenda and be involved in the decision making.
7. **Contact information:** Mickie Adler, Executive Director  
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## Success by 6<sup>®</sup>, Tresaures Valley United Way

1. **Purpose/Mission/Objectives:**
  - *Purpose*--Helping all children succeed for life.
  - *Vision*--Through collaboration and advocacy, Success by 6<sup>®</sup> supports sustainable, systemic changes for high quality early childhood care and education for all families and children. We encourage parents to embrace, access and apply positive early child development practices critical to the growth of human potential. We strive to be a recognized leader in Idaho on children's issues and education.
  - *Mission*--Success by 6<sup>®</sup> brings together community resources to maximize every child's potential.
  - *Objectives*--a) To raise public awareness and educate the community on the importance of early childhood development and school readiness; b) to continually improve access to services for all children in the community so no crucial need goes unfulfilled; and c) to expand and improve collaboration among private and public service groups by developing integrated services.
2. **Description:** In August 1996, United Way of Ada County approved the Early Childhood Initiative model, Success by 6<sup>®</sup>, to be replicated and adapted for local use in Ada County. This initiative was approved in Canyon County in May 1998. Success by 6<sup>®</sup> is an investment strategy for our future. This initiative recognizes that all children have needs. The focus is on combined preventative measures that when successful, will set children on course for life, developing their capacities, ensuring their abilities and establishing the foundations for them to become contributing members to society.

Success by 6<sup>®</sup> began in Minneapolis in 1988 as a multi-sector, collaborative effort. Through the leadership of Dr. James J Renier, then President and CEO of Honeywell, Inc., the Mayor, the Superintendent of Schools and United Way, a collaboration was formed. They began by finding out why children in their community were not achieving healthy early childhood development. The barriers they identified were:

- unrecognized crises facing children
- poverty
- inaccessible information
- cultural misunderstanding, and
- fragmented service delivery.

Success by 6<sup>®</sup> coordinated the efforts of business, government, labor, education and health and human service providers in Minneapolis to develop a plan to address the five barriers. This plan included three primary goals:

- Educate people about the crises facing children
- Help parents access the health and human services they need, and
- Build partnerships that are sensitive to people's diverse backgrounds and cultures with groups and individuals who work with children and families.

Adapting the model to the needs of individual communities, Success by 6<sup>®</sup> has spread to more than 300 cities across the United States and Canada with a proven record of success.

Locally, Layle Wood was hired as the director in April 1997. With the initiative acting as a facilitator, collaborations based on prevention have and are being established among business, government, education, parent organizations, civic groups, and agencies to address the needs of children and their families.

Success by 6<sup>®</sup>'s Advisory Committee has members representing 26 agencies, businesses and individuals. In addition, 54 community members and businesses participated in developing and publishing the parent guide. Another 53 people are participating in the immunization program. Twenty-two people participated in the Bank of America grant's Parents As Teachers component and 45 people and 19 businesses with the parent resource center component. An additional 250 youth and their parents and 100+ agencies and businesses participate indirectly with the Mayor's Healthy Community–Healthy Youth committee on the parent resource center.

Funding ended in July 2000 for the Community Integrated Service System (CIIS) collaboration. Success by 6<sup>®</sup>, as a member of CIIS, invited all groups, agencies, organizations and businesses that work with young children and parents to come together with those that participated in the CIIS collaboration to address crucial early childhood issues as a united community for young children. This group is now called Early Childhood Collaborative Effort (ECCE). Sixty-two representatives of groups and organizations attended the first meeting. Areas of concern were identified and a commitment was made to continue to meet quarterly, administered by a planning committee with Success by 6<sup>®</sup> serving as staff. We have had two additional meetings since then with 50 and 58 representatives attending. The areas of concern are safety, health, advocacy, family education, children's programs and early care and learning.

Directly working with Success by 6<sup>®</sup> are a total of 200 individuals and 78 groups, agencies and businesses. Indirectly are 250 individuals and 100+ businesses.

### **3. Coordinating Strategies:**

- PARENT GUIDE--“Parent Guide: Children Do Come with Directions” and “Guía Para Padres de Familia: Los Niños Vienen con Instrucciones!” were written for Treasure Valley parents in English and Spanish. Twenty-four thousand copies have been distributed in Canyon and Ada Counties and the guide may be modified and published by other communities to reflect their resources for a nominal fee. The guide covers chapters on health and safety, nutrition, child development and parenting. Parents and professionals in our community that worked together to share their knowledge and enthusiasm in creating the Parent Guide are the following:
  - Stephanie Bailey-White, Idaho State Library's Read to Me Project; Sherry Iverson, R.N., Idaho Perinatal Project/Women's Life; Robert L. Bratcher, M.S.W. Region IV, Family and Children Services; Debbie Kannenberg, R.N., CLE, ACCE, Lactation Consultant, Saint Alphonsus Women's Center; Nancy Brown, R.N., Children Special Health Program; Shirley King, Certified Parenting Educator, Saint Alphonsus Women's Center; Liz Buckingham, Boise Family Magazine; Kathy Kurns, Family Advocate, Boise HeadStart; Judy Cross, R.N.C., M.S.N., St. Luke's Regional Medical Center; Karen Martz, L.R.D., WIC Manager, Central District Health; Debby Detering, Author, Parent, Grandmother; Sue Moore, Childcare Food Program, Childcare Connections; Judy French, Ph.D., Early Childhood Education, Boise State University; Diana Rogan, R.N., Patient Care Coordinator, St. Luke's Regional Medical Center; Kathy Griffin, United Cerebral Palsy of Idaho; Nancy Rush, Safe Kids Program, Central District Health; Sara St.Clair Harder, Counselor, Boise Public Schools; Cheri Shanahan, M.A., Education, Meridian School District; Representative Margaret Henbest, C.P.N.P., CARES/St. Luke's Regional Medical Center; Beth Short, Head of Youth Services, Ada Community Library; Karen Himes, R.D., I.D. Outpatient Nutritionist, Saint Alphonsus Regional Medical Center; Teresa Stanfill, R.N., Patient Care Coordinator, St. Luke's Regional Medical Center; Judy Hobbs, R.N., B.S.N., ACCE, Childbirth and Parenting Consultant, Saint Alphonsus Women's Center; Ann Weick, M.A. Special Education, Boise Public Schools.

- Community Reviewers: Karleen Davis, M.S.; Learning Lab, Inc., Students and Teachers; William S. Bourquard, M.D., The Pediatric & Adolescent Center; Scott H. Pressman, M.D., The Eye Associates, P.A.; Lee Dubert, Ph.D., Boise State University; Lalani Ratnayake, Health Ed. Specialist; Central District Health; Rod Emory, D.D.S., Pediatric Dentistry Associates; Mary Anne Saunders, Deputy Director, Idaho Department of Health & Welfare; Mike Sexton, M.D., Director, Family Practice Residency; Carolee Eslinger, Early Intervention Specialist, Infant Toddler Program; Anne Spencer, M.S., Certified Genetics Counselor, St. Luke's Perinatal Services; Martin Gabica, M.D., Primary Health Wellness Center; Mary Tucker, United Cerebral Palsy of Idaho; Jerry Hirschfeld, M.D., Administrator of Children's Services, St. Luke's Regional Medical Center; Lisa Wirtanen, M.A., Education Coordinator, Childcare Connections; Mary Jones, Manager, Infant Toddler Program, Department of Health and Welfare; Jerri Wolfe, Ph.D. CFLE, CFCS, Author, Parent Education Consultant.
- Spanish Translator and Reviewers: Ileana Powell, Traductora, Spanish language Services; Salvador Vazquez, Departamento de Trabajo; Rev. Accel Ruiz, Centro Nazareno Hispano; Maria Elena C. de Larios, Miembro de la Comunidad; Laura Rollins, Friends of Children and Families, Inc. HeadStart; Juan Chavarria, LSW, Salud y Provecho; Rosie Delgadillo Reilly, MA, Med, LPC-P, Salud y Provecho, Lizette Montes, Distrito de Salud Central, WIC, Felipe Martinez, Friends of Children & Families, Inc. HeadStart made this project possible.
  - **IMMUNIZATION PROGRAM**--This program deals with three impact areas: parent and childcare provider education through media and a childcare provider manual, "Keep on Track," outreach delivery of vaccinations and data collection through the registry at Central District Health Department. Free outreach immunization clinics are provided to children in Ada and Canyon Counties. To date, 2,289 children have been vaccinated with a total of 5,955 immunizations. The "Keep on Track" immunization manual provides childcare providers with a method of recording each child's immunization record, answers to common questions asked by parents, information on the vaccinations and diseases, and sample letters to notify parents when immunizations are due. This manual and a corresponding workshop were originally provided Ada County childcare providers free of charge. It was reprinted and distributed statewide through a partnership with Idaho Department Health and Welfare. The following groups participated:
    - Childcare Connections, Immunize by Two, Community Integrated Service System (CIIS) Collaboration; HeadStart, Family Advocate Program; Fox Channel 12, Central District Health, St. Luke's Regional Medical Center; Saint Alphonsus Regional Medical Center; City of Boise; Ada County; Public Schools in Boise, Meridian and Kuna, area churches, Ore-Ida Foods, H.J. Heinz Foundation, Early Childhood Information Clearinghouse and Division of Family and Community Services--Idaho Department of Health and Welfare.
  - **"PARENTS AS TEACHERS" PROGRAM**--This voluntary program brings Parents As Teachers, a national home visiting program, to parents who receive service from the Family Practice Residency Program. Success by 6<sup>®</sup> also provides assessment training to the Treasure Valley Coalition of parent educators and is now the state affiliate for Parents As Teachers. In the capacity as state affiliate, Success by 6<sup>®</sup> provides a monthly newsletter, yearly conference, support and assessment training to all parent educators in the state. Our partners are the Family Advocate Program, Childcare Connections, Family Practice Residency Program, St. Luke's Regional Medical Center, the Treasure Valley Coalition of PAT Parent Educators, PAT parent educators in Idaho, University of Idaho Demonstration Project and the Office of the Governor.
  - **THE FAMILY RESOURCE CENTER**--"Bridges," a one-stop-shop for parents who want to access services or information, opened January 2001 in the Warm

Springs Counseling Center. This is the effort of Success by 6<sup>®</sup>, the Children's Home Society, Idaho Children's Trust Fund, Family Advocate Program, Healthy Community-Healthy Youth, RC Willey Home Furnishing, Marketing Media Group, Wood Products, Commercial Home Furnishing, Michaels Furnishing Showcase, and Business Interiors.

- INFORMATIONAL WORKSHOPS--Success by 6<sup>®</sup> has provided two free workshops on collaboration and finance for the early childhood service community.
  - EARLY CHILDHOOD COLLABORATIVE EFFORT--Early education service providers are uniting around the goals of pooling resources, avoiding duplication of service, identifying gaps in services and creating a stronger voice for children. This group is divided into six goal areas and meets quarterly. The groups develop action items for each goal to be completed each quarter. Success by 6<sup>®</sup> is staffing this endeavor and is a part of the planning committee. ECCE representatives include:
    - Community Partnerships, Warm Springs Children's Center, Boise City Licensing, Idaho State Library, Girl Scouts, Idaho Children's Trust Fund, Lee David Pesky Center, Boise State University Children's Center, Blue Cross of Idaho, Boise Family YMCA, Childcare Connections, Children Matter, Mercy Medical Center, St. Luke's Regional Medical Center, Saint Alphonsus Regional Medical Center, Easter Seals, Planned Parenthood, Central District Health Department, Giraffe Laugh, IAEYC, Learning Lab, Health and Welfare, Friends of Children and Families-HeadStart, American Academy of Pediatrics, Kids Count, Community Partnership, The Children's School, Care Source, Boise Police Department, Idaho Commission on Hispanic Affairs, Boise School District, Meridian School District, City Light, Community House, Day of the Child, Family Advocate Program, Healthy Mothers Healthy Babies, Children's Health Insurance Program, Idaho Public Television, WINGS, University of Idaho Cooperative Extension, Lutheran Social Services, House of Representatives, March of Dimes Idaho Chapter, Boys and Girls Club of Ada County, Boys Scouts, Mountain States Group, Ada County Juvenile Court, Idaho Power Company, New Horizon Childcare, Women's and Children's Alliance, Boise Family Magazine, Church of Latter Day Saints, Idaho Family Forum, Community Christian Center, Child Abuse Law Mentors, Deaf and Hard of Hearing Young Children, Primary Health, Idaho Academy of Family Physicians, Children's Alliance, Boise Parks and Recreation, Birth Right of Idaho, Regence Blue Shield of Idaho, Think First, Learning Lab.
4. **Evaluation, Data Collection and Measurements:** Currently, Success by 6<sup>®</sup> projects are evaluated by outcomes measurements: the logic model, measurement plan, and work plan/timeline.
  5. **Community Awareness/Outreach:** The awareness and outreach vary depending on the project.
    - To introduce the parent guides to the community, the guides were given free to all the agencies and organizations that work with children or families of children prenatal to 6 years of age to give to their parents. Along with the guide a workshop was given that showed the staff of organizations how to introduce the book so that it will be used. We also received media coverage from the Idaho Statesman, Idaho Press-Tribune, Boise Family Magazine, TV and radio stations.
    - The immunization clinics "Shots for Tots" were kicked off with a press event in center court of the Boise Towne Square Mall. Idaho potato "Famous" received immunizations and his shot record was updated each hour. He then led the children to the clinic. Potato beanie-bags and coupons for Tater Tots were given out. For the initial clinics radio and TV announcements, flyers at the schools and churches and posters at businesses were used to advertise. It was found that the radio announcements and flyers from school were the most often reported sources

of information. Tramma Roo, Maxwell Moose, the clowns, the First Lady of Idaho and Miss Idaho visited our clinics and received press coverage.

- The “Keep On Track” childcare provider immunization manual and workshop was advertised in the newsletters to providers from the resource and referral agencies-- Childcare Connections and CareSource. The workshop received continuing education credit.
  - For the Parents As Teachers program through the Family Practice Residency Clinic our parent educators had a temporary office at the clinic and the staff and doctors recommended the program to their patients and sent them to the parent educators. They then would explain the program and the family could volunteer for PAT.
6. **Recommendations:** Collaborations take time, but it is time well spent. The combined resources - financial, staff from different disciplines and talent - provide a better program and service than an individual agency or organization.
  7. **Contact Information:** Layle Wood, Director  
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